

ORDER



KLAS

Orders Order / Rev: 36979
 Alt Order #: 08849282
 Product Desc: Issue
 Estimate: 1615
 Flight Dates: 08/15/12 - 08/22/12
 Original Date / Rev: 08/14/12 / 09/06/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: Waterfront Strategies
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Patriot Majority
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/22/12	15	\$16,600.00	\$14,110.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	15	\$16,600.00	\$14,110.00	0.00
Totals	15	\$16,600.00	\$14,110.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Start Of Order - End Of Order				100%
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Order Share	Share	Total
KLAS	12%	\$16,600.00
Market	100%	\$138,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	23%	\$31,816.67
KTUD	1%	\$1,383.33
KVBC	0%	\$0.00
KVVU	23%	\$31,816.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	8	08/15/12	08/21/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00	
8 NEWS NOW AT 6A																
Start Date		End Date		Weekdays		Spots/Week		Rate	Rating							
Week: 08/15/12		08/21/12		MTWTF--		2		\$1,200.00	0.00							
E 2	8	08/15/12	08/21/12	CBS This Morning	7-9a	CM	7-9a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
CBS This Morning																

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS THIS MORNING																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 08/15/12	08/21/12	MTWTF--		2	\$1,200.00					0.00					
E 3	8	08/22/12	08/22/12	CBS This Morning	7-9a CM	7-9a		--W----		:30	1	\$1,200.00	LV1	0.00	NM		1 \$1,200.00
CBS THIS MORNING																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 08/22/12	08/28/12	--W----		1	\$1,200.00					0.00					
E 4	8	08/20/12	08/21/12	Live w/Kelly	CM	9-10a		MT-----		:30	3	\$800.00	LV1	0.00	NM		3 \$2,400.00
Live With Kelly																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 08/15/12	08/21/12	MT-----		3	\$800.00					0.00					
E 5	8	08/22/12	08/22/12	Live w/Kelly	CM	9-10a		--W----		:30	1	\$800.00	LV1	0.00	NM		1 \$800.00
Live With Kelly																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 08/22/12	08/28/12	--W----		1	\$800.00					0.00					
E 6	8	08/20/12	08/21/12	8 News Now	Noon M-F	CM	12-1230p	MT-----		:30	2	\$1,100.00	LV1	0.00	NM		2 \$2,200.00
8 NEWS NOW AT NOON																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 08/15/12	08/21/12	MT-----		2	\$1,100.00					0.00					
E 7	8	08/18/12	08/18/12	Politics Now S	Sebelius CM	Various		-----S-		:30	1	\$1,000.00	LV1	0.00	NM		0 \$0.00
Politics Now																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 08/13/12	08/19/12	-----S-		1	\$1,000.00					0.00					
Spot 1	Ch 8	08/13/12-08/19/12	Description Politics Now S Sebelius		Start/End Time Various		(4:30 PM-5:00 P-----Sa--		Weekdays	Length :30		Rate (\$1,000.00)	0.00	NM			
Credited due Charger Football																	
E 8	8	08/20/12	08/21/12	8 News Now	4p M-F	CM	4-5p	MT-----		:30	3	\$1,300.00	LV1	0.00	NM		3 \$3,900.00
8 NEWS NOW AT 4PM & 430PM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 08/15/12	08/21/12	MT-----		3	\$1,300.00					0.00					
E 9	8	08/22/12	08/22/12	8 News Now	4p M-F	CM	4-5p	--W----		:30	1	\$1,300.00	LV1	0.00	NM		1 \$1,300.00
8 NEWS NOW AT 4PM & 430PM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 08/22/12	08/28/12	--W----		1	\$1,300.00					0.00					
Totals															15	\$16,600.00	